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Telematch's Phoenix Data Launches Response Performance Indicator, a Marketing Analysis Tool for Front-End Response, Back-End Performance

-Easy-to-use segment analysis aids consumer marketing decisions for targeting and suppression-

SPRINGFIELD, VA – [Telematch, Inc.](#), has announced a new analytics offering called Response Performance Indicator (RPI), available through its Phoenix Data division. RPI is designed to help consumer marketers predict the most profitable segments in campaigns. While Telematch custom builds and supports predictive models for many clients, including retailers, insurance and financial services marketers, RPI is a streamlined analytics offering based on summarized credit data. With these data, RPI “scores” front-end response likelihood and back-end response performance by decile -- from 1 (most responsive) to 10 (least responsive).

“With this analysis, marketers can gain a quick-and-easy read of customers and prospects in their campaign universe,” said Andy Pappas, vice president, database marketing & analytics, Telematch, “and use this analysis to target and segment specific offers, or possibly suppress least-responsive segments. RPI is very useful – while custom-built models typically are unique to each client’s business, vertical market, seasonality and circumstances and provide superior insights, RPI performs a significant data dive at a fraction of the cost, time and evaluation. Often that boost is more than enough to exceed client objectives and, further, can provide a benchmark for more detailed analysis should a client wish to explore a custom solution.”

According to Pappas, a national life insurance company recently used RPI to help predict responsive segments for a mortgage offering to be sent via direct mail. The selections recommended by RPI produced a 0.78-percent response rate, while the control produced a response rate of just 0.41 percent – thus the use of RPI nearly doubled response. Further, the insurance company reported a cost per lead that was approximately 47 percent lower than non-RPI segments.

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TELEMATCH INTRODUCES PHOENIX PERFORMANCE INDICATOR – 2/

“The simplicity of RPI is that it is a tool that works well across vertical markets,” said Peg Kuman, CEO, Telematch. “By using summarized credit data to fuel its analysis, RPI has provided boosts to clients in retail and other consumer markets.”

RPI is available through Phoenix Data, part of the Telematch family of companies. Contact (630) 654-4400 or sales@phoenixdataprocessing.com to arrange a test of this marketing intelligence offering.

About Telematch, Inc.

Telematch, Inc. (www.telematch.com), with its headquarters in Springfield, Virginia, is a leading information services provider offering a comprehensive range of marketing intelligence and digitally driven marketing solutions, utilizing high-quality data sources. The Telematch, Inc., family of companies – Telematch, Phoenix Data and Farm Market iD – has delivered data solutions for over 32 years. For more information, call (800) 523-7346, or visit www.telematch.com.